

The Herd

VOL.

MARCH

APRIL

No. 5



*A Little Magazine Published
By*

BUFFALO GASOLENE MOTOR CO.

Our Bargain Page

To those desiring an engine of quality, and feeling that the price of a new "BUFFALO" engine is beyond them, a factory rebuilt, guaranteed engine is the happy solution of their problem.

We consider the sale of a rebuilt engine just as important as of a new one, and expect the engine to be fully as representative of "BUFFALO" quality and to perform the same silent salesman service.

Therefore we must be sure that rebuilt engines sold by us are mechanically perfect, that all worn parts have been replaced, all necessary adjustments made, in brief, that the engine has really been thoroughly rebuilt throughout. Of course, older models will lack the present day refinements of details, even after such a rebuilding, but insofar as possible, we always bring such engines up to date.

Complete equipment is furnished consistent with similar size and type new engine, and guarantee as shown in catalogue applies.

Occasionally to assist a "BUFFALO" purchaser in disposing of his previous power plant, we also list other makes of engines. Such engines are thoroughly overhauled by us, and are put in first class mechanical condition, but of course, are sold on their own reputation.

Our present bargain list follows:

BUFFALO ENGINES:

13-15 H.P. Heavy Duty Type—two cylinder,
6 x 7½, with reverse gear and complete
equipment "C" \$ 600.00

16-18 H.P. Old Style "BUFFALO" Medium
Speed Type, four cylinder, 4½ x 5, normal
speed 600,—the type of engine that original-
ly built up the "BUFFALO" reputation.
Price with reverse gear and complete equip-
ment "C" \$ 450.00

A Pair of right and left hand, 40-45 H.P.
"BUFFALO" Heavy Duty Type, four cylin-
der, 7 x 9, right and left hand engines, com-
plete with reverse gear and furnished with
complete equipment "C"—Price each \$1,760.00

"TWENTIETH CENTURY"

40-50 H.P. four cylinder, 6½ x 8½, Heavy
Duty Type, complete with reverse gear, me-
chanical oiler, etc., thoroughly overhauled,
including reboring and new pistons fitted.
Price including reverse gear and propeller.... \$1,200.00

THE HERD



A Little Magazine Published by
THE BUFFALO GASOLENE MOTOR COMPANY, BUFFALO, N.Y., U. S. A.

VOL. 5

MARCH-APRIL, 1922

No. 35

“Buffalo” Engines in Industrial Work.

More And More Are The Varied Power Requirements “BUFFALO” Engines Are Called Upon To Satisfy

PREVIOUS issues of “The Herd” have many times illustrated and described various classes of industrial work “BUFFALO” engines were doing, and in the past year, when the marine business has not been sufficient to keep the “BUFFALO” plant up to capacity, further efforts were made to broaden the scope of “BUFFALO” activities in the industrial fields.

The same inbuilt quality resulting in reliable, durable and economical operation that has made “BUFFALO” engines famous all over the world in marine work is also giving them the same prestige in the industrial field.

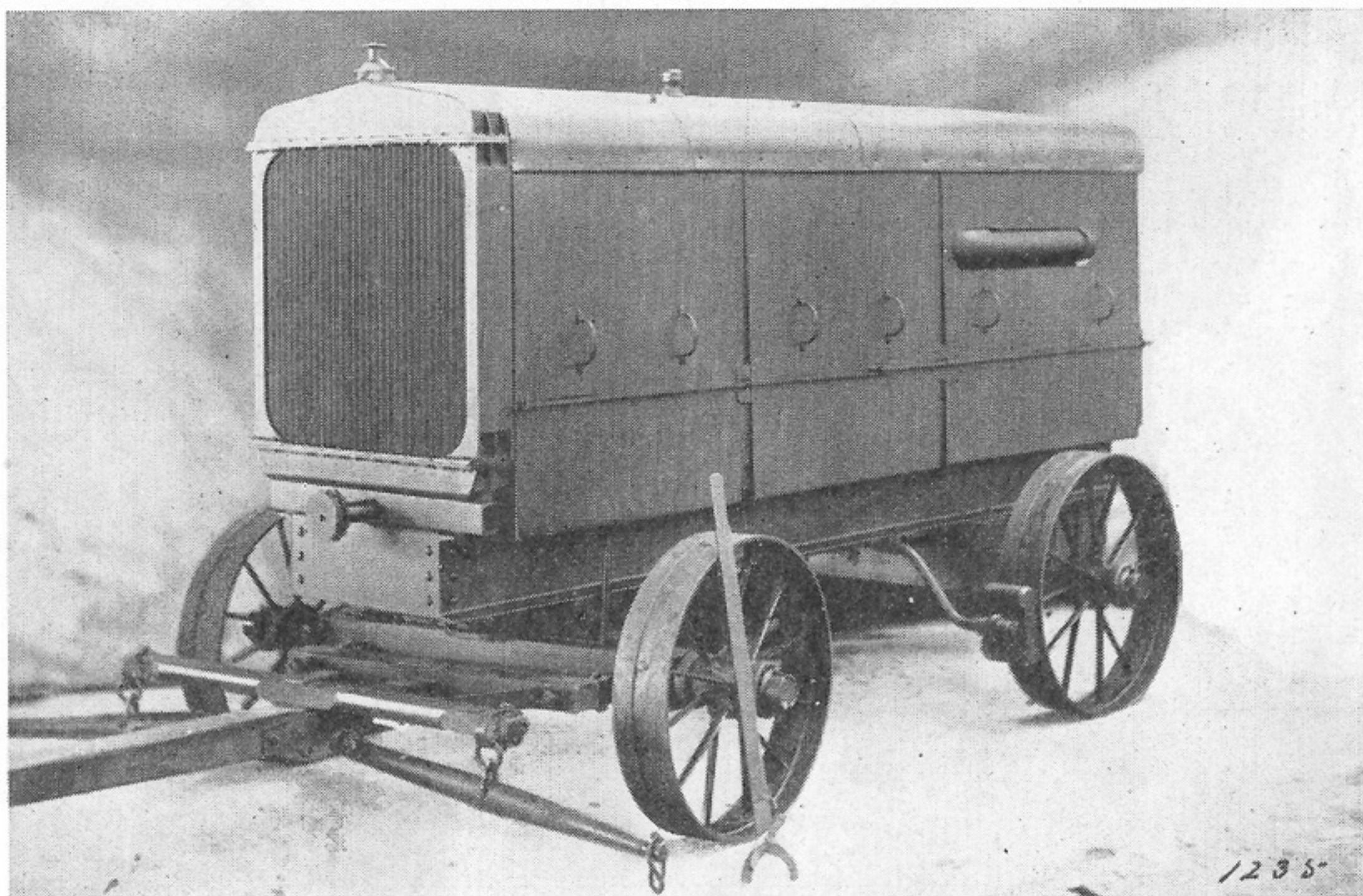
It is a harder selling proposition as the buyers are unusually capable engineers, representing large corporations, and realize that the

success of their machines depends largely on the proper performance of the power plant and consequently when such large corporations standardize on “BUFFALO” engines and constantly send in repeat orders, it constitutes one of the best proofs of the quality of “BUFFALO” engines and “BUFFALO” service.

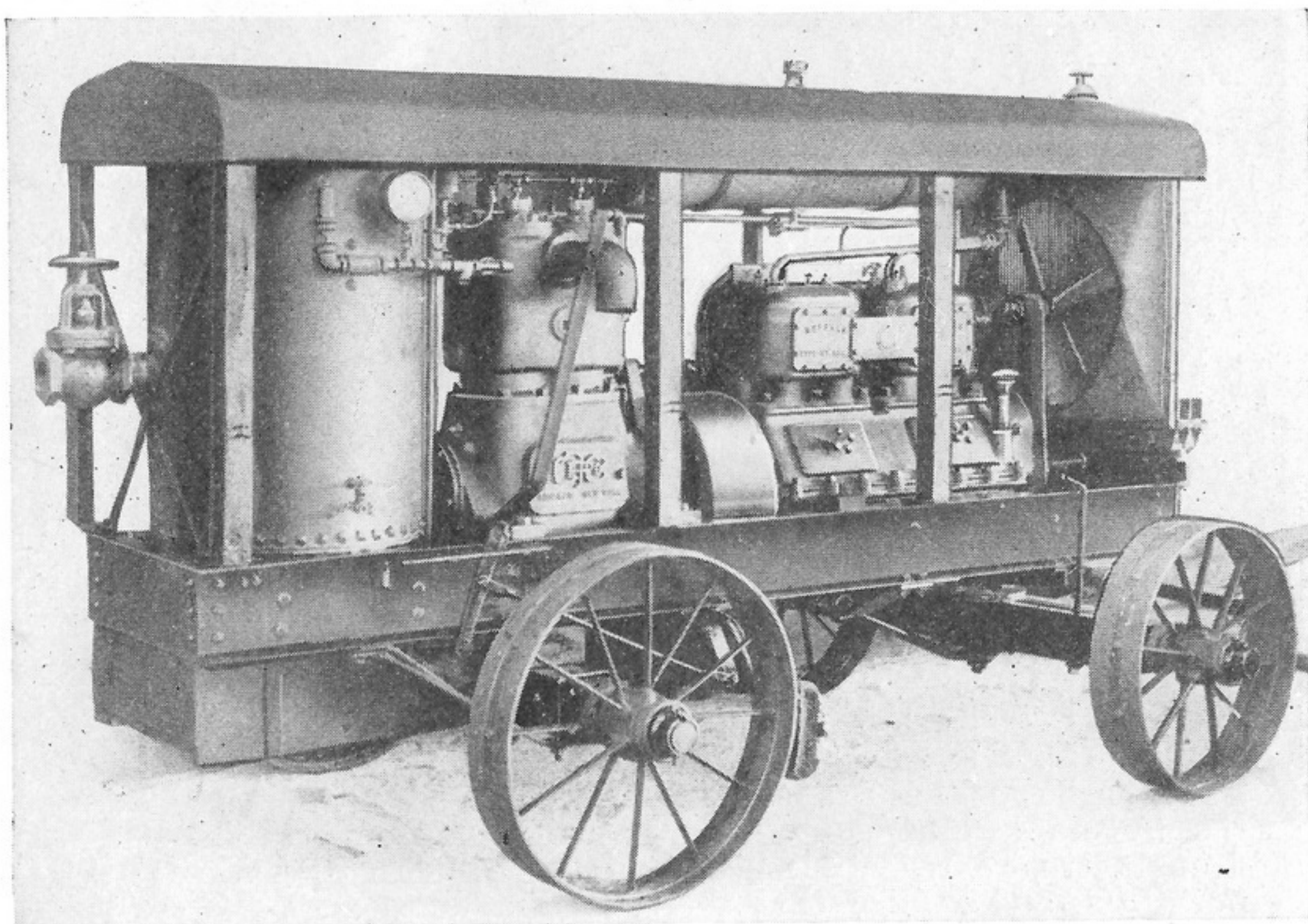
The Chicago Pneumatic Tool Company consider their portable gasoline engine driven air compressor, their Type P2-DGL, as one of their most successful outfits. Illustrations shown herewith will readily convince anyone that it is a remarkably clean designed and business like looking outfit.

The power is a “BUFFALO” four cylinder, 5 x 6, Type “RT”,

Continued on pages 2 and 16



Chicago Pneumatic Tool Company Portable Gasolene Engine Driven Air Compressor—Type "P2-DGL." Completely enclosed when not in use, but very accessible in service as other illustration shows. A "BUFFALO" 4 cylinder 5 x 6 Type "RT" is the power plant.



“Buffalo” Engines in Livery Service.

**In This Class Of Marine Work Particularly, Reliable And Economical Operation Are Important Considerations,
Hence The Popularity of “BUFFALO”
Engines For That Service**

ANYONE who has ever visited Canada's Summer Paradise, the Muskoka Lakes region, knows W. E. Massey, Proprietor of the Port Carling Livery, and probably has ridden in one of his boats. If not, they have missed something.

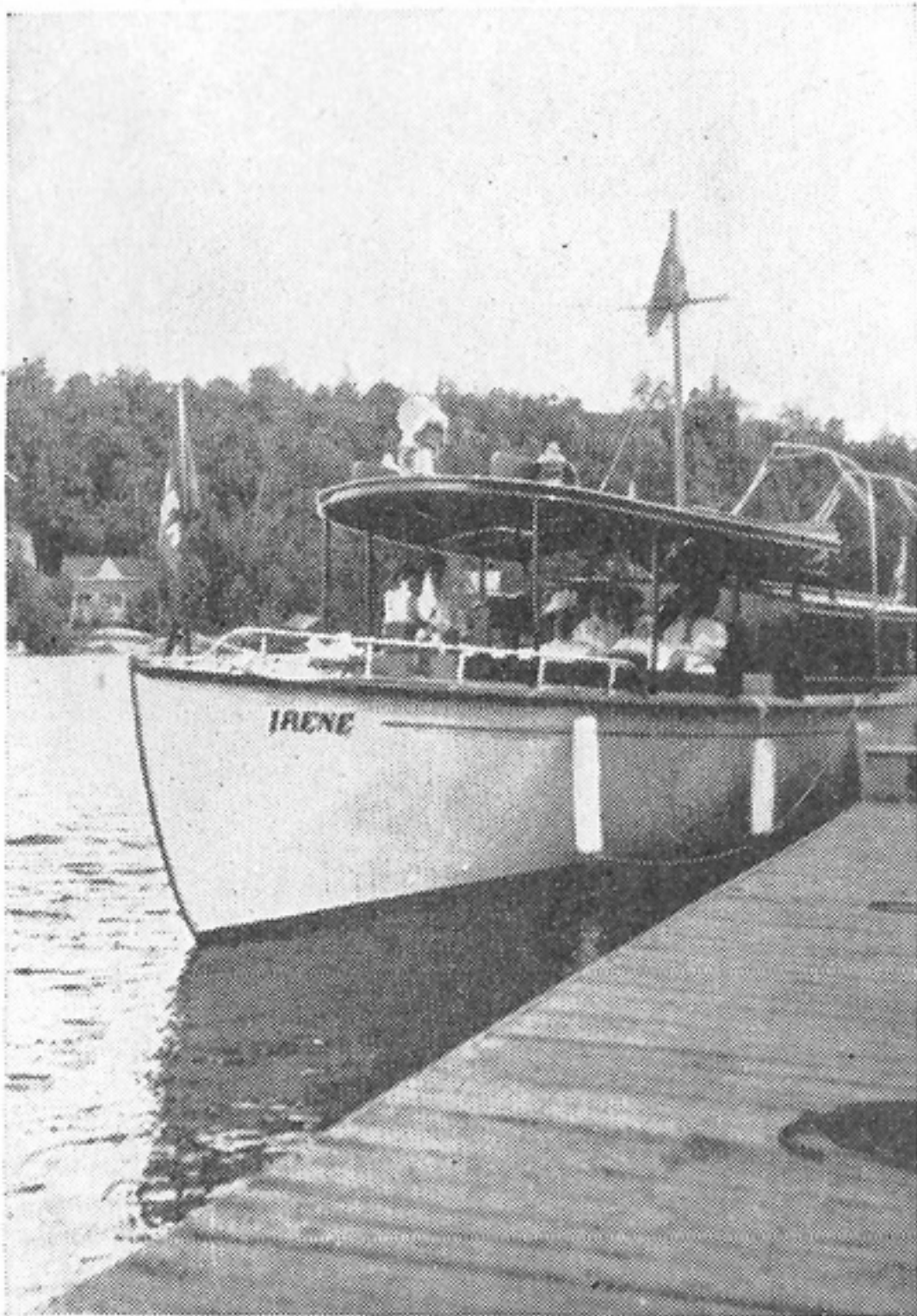
Mr. Massey is recognized as a boat and engine authority in that territory, and the builders of “BUFFALO” engines were therefore particularly gratified to recently receive from him the letter

quoted below, and which speaks for itself:

“I have owned and operated Motor Boats for a number of years and with this in mind, I have long ago decided that the “BUFFALO” is exactly what you claim for it, “THE ENGINE OF CONSTANT SERVICE.” The three BUFFALOS I have operated in the Livery business have been very reliable in every respect. I am enclosing herewith a picture of my largest Motor Cruiser, “Irene” which is powered with a Heavy Duty Buffalo. This boat was in constant service for eight months last season, some days running as long as eighteen hours and with the exception of changing a spark plug, or tightening up the clutch, we were never delayed five minutes. This I consider a wonderful performance for a gasoline engine. This engine is equipped with high tension magneto and electric starter, and the boat is 51' long x 11' beam, with a speed of twelve miles per hour. No sea on these waters stop her and she is admired by everyone.

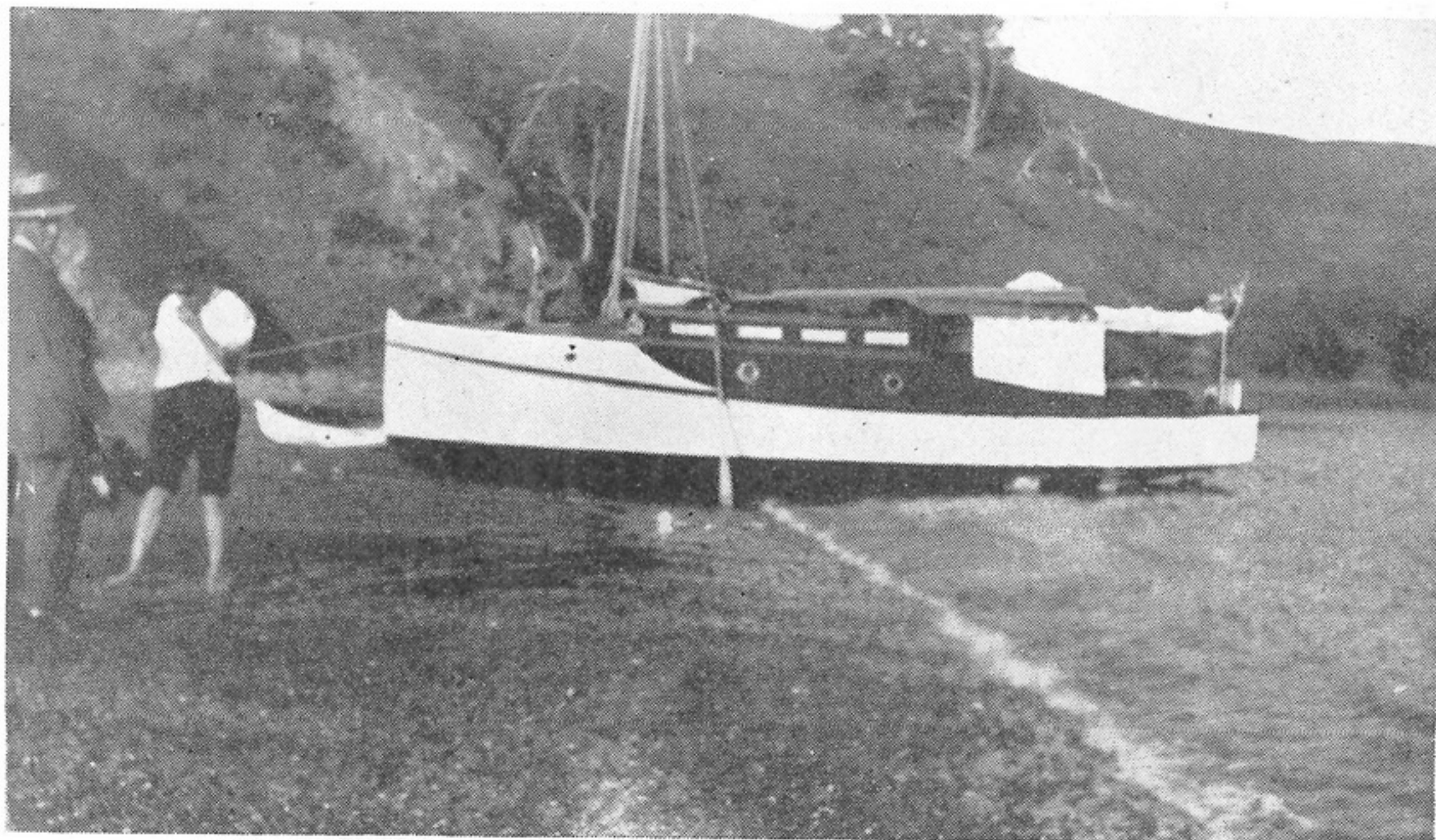
“The Buffalo Company must have credit for the speed in which they send out any repair parts that are needed. This will give you some idea of up-keep; after the seasons run I find the only part I require is a valve cover and this was cracked by the Engineer in removing a rusty spark plug that had been in for a long time. Service in repair parts is a very important factor as we live so far away from the home of the “BUFFALO.”

(Continued on page 16)



“IRENE”

*Muskoka Lakes Passenger Boat—
Powered with a 26-30 H.P. “BUFF-
FALO” Heavy Duty Engine*



"LADY JANE"

A 33' Cruiser, powered with a 16-20 H.P. "BUFFALO" engine, on the beach at Russel, New Zealand

WHEN one buys a new engine, direct from the factory, naturally satisfaction from the start is expected, but when one buys a second hand engine in the open market, even if it is of a good, reputable make, one is taking a chance.

P. Roche, of Auckland, New Zealand realized this, but having an opportunity of purchasing a second hand 16-20 H.P. "BUFFALO," and "BUFFALO'S" being popular out that way having well established themselves both in racing events and every day service, thought he would take a chance. His letter quoted below written when he sent us the above photograph speaks for itself:

"I have bought a second hand 20 H.P. "BUFFALO" engine which is giving excellent service. We have just returned home from a fortnight's cruise and our engine never gave us one minute of trouble. We just filled her up with oil every day and that was all the attention she needed. We left Auckland on the

second of December at 10:00 o'clock and made Waiheke Islands, fifty miles out, six hours later and stayed the night there. The next day we went out to the Barriers and trolled for king-fish. In places there are passages about thirty feet wide where the water rushes between the two islands and engine trouble would have spelled disaster, but I opened the throttle and the "BUFFALO" responded instantly, and we went through without a miss.

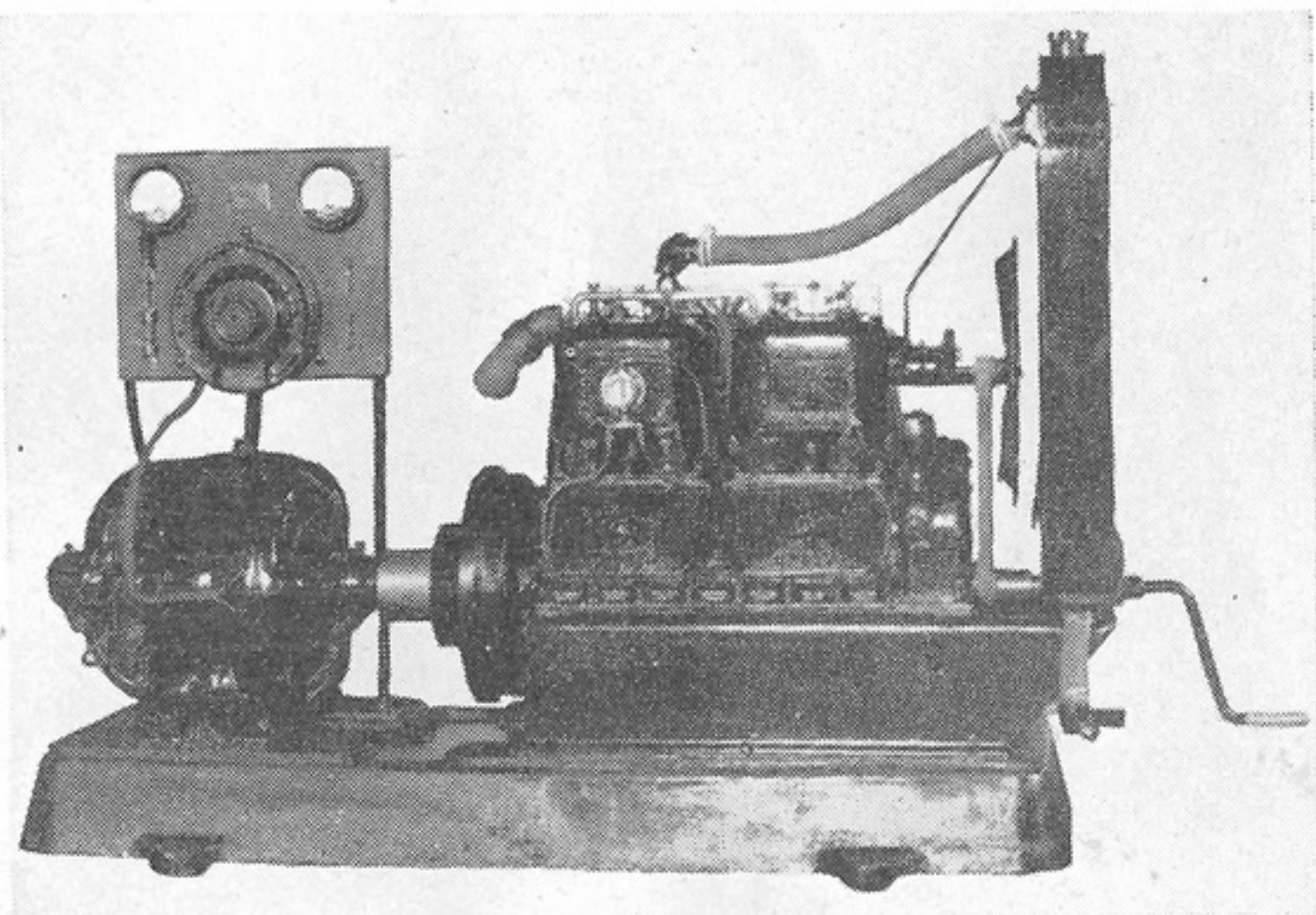
"After that we made for Russel—two hundred miles north, up the east coast. There was a stiff breeze blowing and in the open ocean the little "Lady Jane" began to toss, so I hoisted our sail, which steadied her a good deal, and gave her an extra three knots. We reached Russel four days later and spent the rest of the week deep-sea fishing.

"I am enclosing a photo of my boat, which is a 33' launch—"Lady Jane"—taken at Russel. We are
(Continued on page 6)

BESIDES building a considerable number of engine driven generating sets themselves, the builders of "BUFFALO'S" also supply engines to many other firms who make their own assembly.

The American Electric Light & Power Company, Denver, Colorado have purchased numbers of "BUFFALO" engines for driving generators, pumps, etc., and the accompanying illustration shows one of their complete generating sets, the power for which is a "BUFFALO"—16-20 H.P. four cylinder, $3\frac{3}{4} \times 5$.

It will be noted that besides being a complete generating set

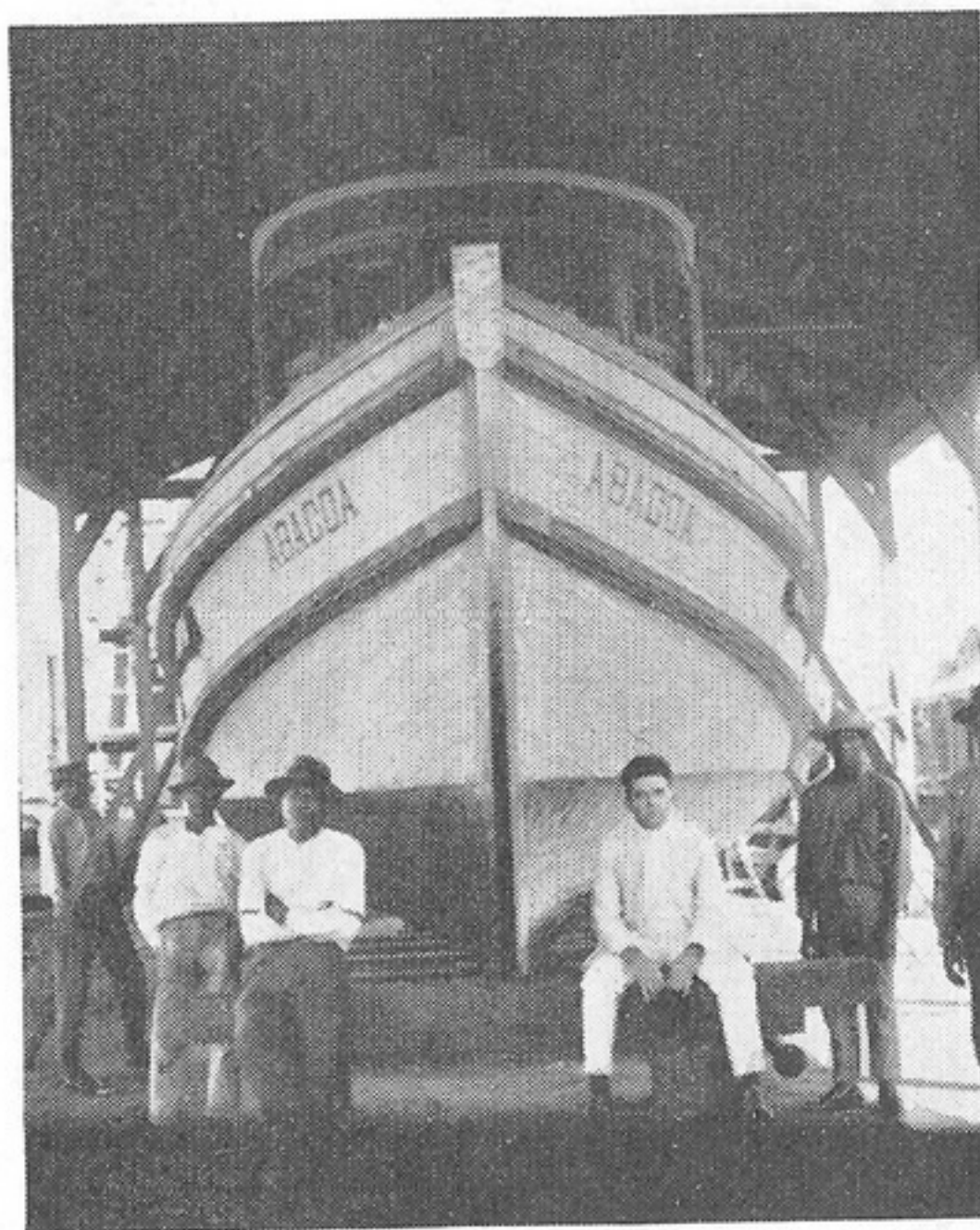


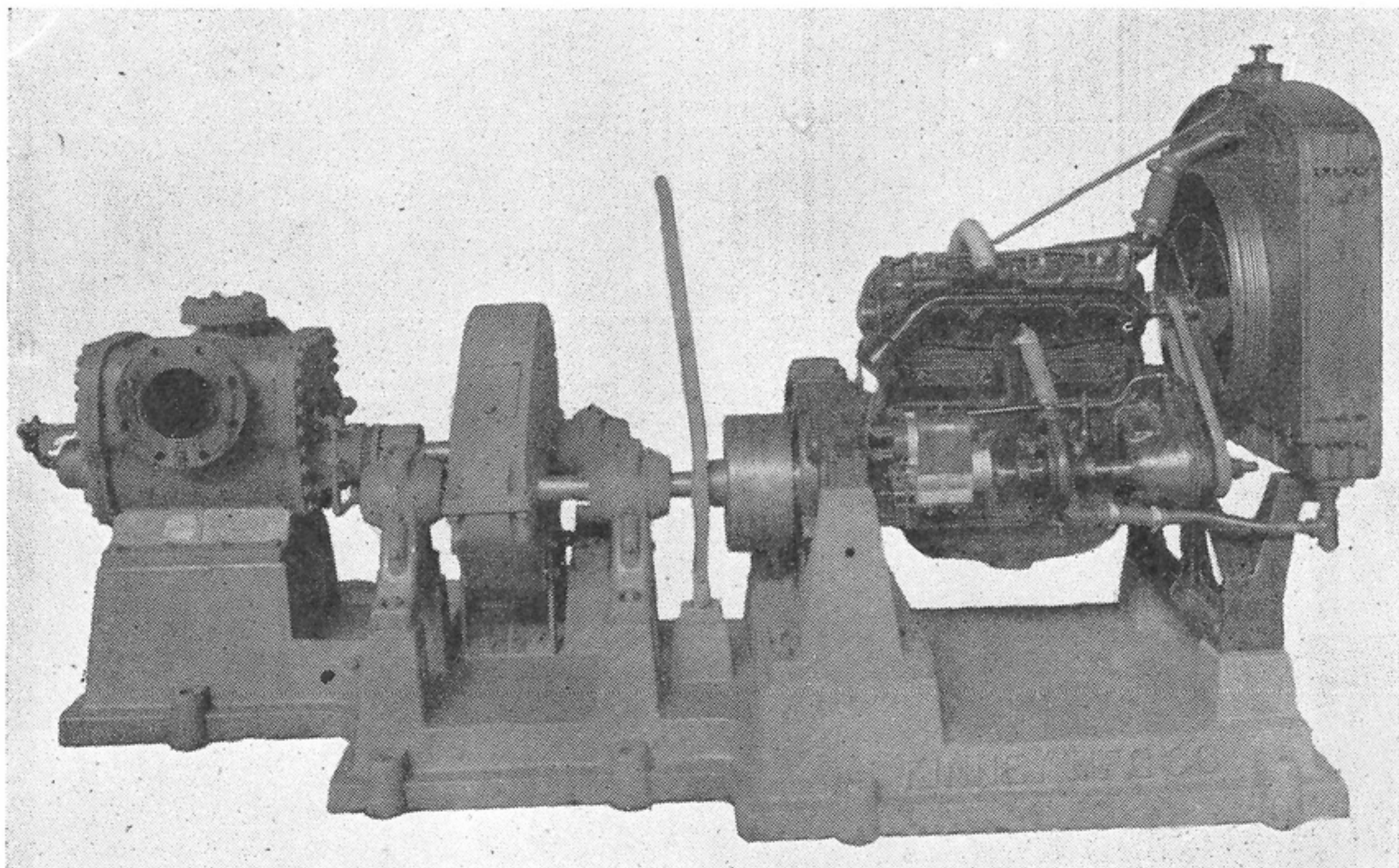
unit, including radiator, switchboard, etc., assembled on a substantial cast-iron base there is also a power pulley provided between the engine and generator for general power purposes.

THE illustration of the tug "Abacoa" shows that they can build good looking, husky, motor tugs in Porto Rico. Another photo is promised showing her under way.

"Abacoa" is powered with a 40-45 Heavy Duty, "BUFFALO" engine, purchased through the Buffalo dealer in San Juan, Porto Rico, Miguel Morales, and is 45' long, constructed from American plans, and of native wood inside. The outside is English pine, imported especially for that boat.

Mr. A. Pla, Jr.—Secretary and General Manager of this company, who is shown in the picture, writes us that having received the engine several months before the tug was ready for same, they used it for over three months for driving a 6" sand dredging pump, obtaining very good results with it. Another instance of the universal adaptability of "BUFFALO" engines.





A very compact, complete Kinney Pumping Unit, using a Type "CA" 4 x 5 "BUFFALO" engine.

A Sweet Job for a "Buffalo" Engine.

THE Kinney Manufacturing Company, of Boston, Massachusetts, whose Positive Pressure Rotary Pumps have an enviable world wide reputation for the handling of liquids of any nature, are another large corporation who are now using "BUFFALO" engines in connection with their product.

The unit above illustrated shows

a Kinney pump with a "BUFFALO" 4 x 5, Type "CA" engine as the power, making up a complete unit. This will be used for handling molasses in the West Indies.

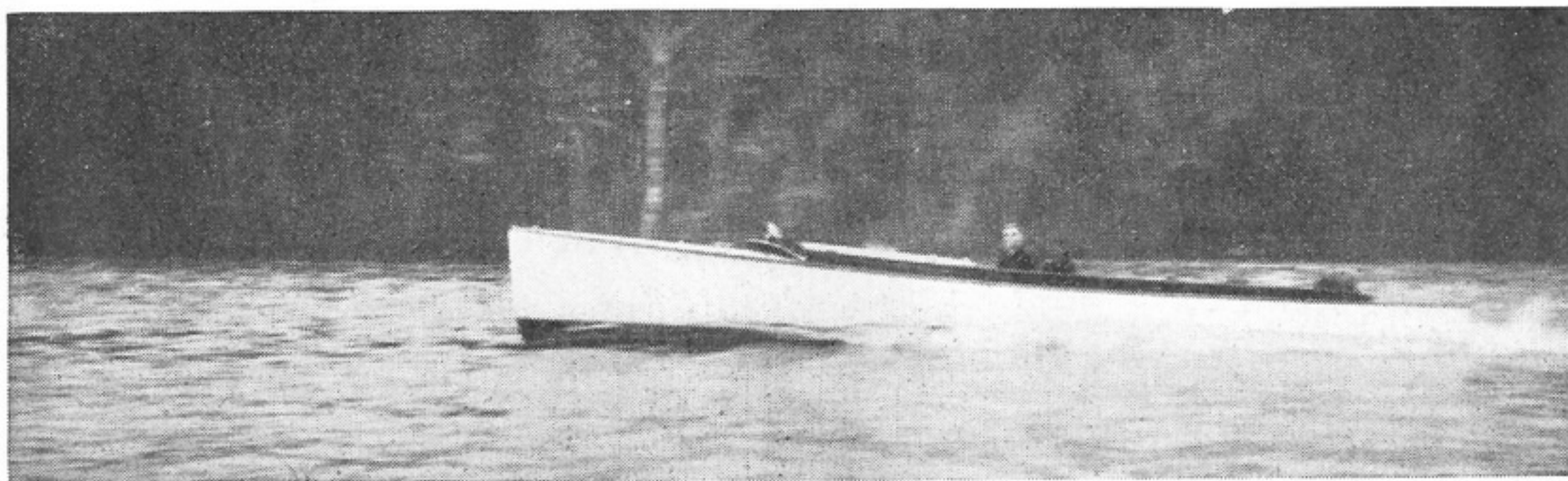
Other sizes of "BUFFALO" engines have been used by the Kinney Manufacturing Company for driving large pumps handling heavy oil for the Standard Oil Company.

(Continued from page 4)

giving her a look over before returning to Auckland. I am more than satisfied with my engine, for four days in the open ocean is bound to tell on any weak spot, but there isn't any in our engine and as I said before, I never had a minutes trouble during the whole trip."

Judging from the picture we should say they have quite a tide out there and certainly they will have to wait for high tide before they can go sailing again.

Everything is divided equally. The rich man has the twin-six and the poor man has the six twins.—New York American.



"LOUISE II"

25-30 H.P. "BUFFALO" Automarine—after twelve years service is still one of the most satisfactorily performing fast runabouts on Squam Lake, New Hampshire.

WE wish we had a better picture of the "Louise II" illustrated above, but we must mention its record anyway. This boat is owned by Mr. R. H. O. Schulz, a Boston lawyer, and used at Squam Lake, N. H. The engine is a 25-30 H.P. "BUFFALO" Automarine, one of the first ones manufactured, and purchased when first displayed at the Boston Motor Boat Show in 1910. Mr. W. K. Ramsey wrote us about this boat, having noticed what was said in the February number of "The Herd" regarding Mr. Geo. Drewry still obtaining satisfactory results from a 1910—25-30 H.P. engine and wanting us to know that Mr. Drewry was not

the only one. Mr. Ramsey in describing the boat writes:

"The boat is of the usual $\frac{5}{8}$ " cedar over an oak frame, 32' long, 5' 10" wide. The motor turns an 18 x 24 Hyde propeller at 1050 RPM, giving an average maximum speed of twenty miles per hour over a mile course which was measured on ice. (1920).

"Considering the size of the boat, the size and age of the motor and the resulting actual speed, it seems to me this combination would be hard to beat.

"The enclosed snapshot is not very clear but I think it will serve to show that the boat makes her twenty with very little commotion."

The Straight Road

There are roads that pass through
splendor,
And ways that seem sublime;
There are paths that lead o'er vale
and mead,
Old roads since man knew time.

Yet since the first man traveled
With his laughter and his care,
The straight road was the great
road—
It's the shortest distance there.

We yearn oftentimes for new roads,
For a short cut o'er the way,
And sometimes weep when paths
are steep—
Our path of life today.

Yet since the first man traveled,
Success was near, somewhere;
And the straight life was the great
life—
It's the shortest distance there.
—Robin A. Walker in the Kansas
City Star.

“THE HERD” mailing list is being revised. **T**his little publication seems to have become one who really desires to receive same should be able waste circulation.

To eliminate this, we are enclosing with this is ers of “The Herd” to fill out and send back to us pr and giving us names of any parties whom you thi why.

It is our intention to continue the publication, ble in a general way, although we are frank to a “FALO” gospel. Photos and any kind of data interes by the editor who sincerely asks the cooperation o

“THE HERD” is your publication, intended to “BUFFALO” engines also, but can only continue to bute to its columns. Send photos, articles, news i interest the other fellow, and thereby also help is from all will be interesting to everyone.

Anyway, fill out the card now, while you think

BUFFALO GASOLEN

Buffalo,

Starting with a comparatively small circulation, we are very popular, and while we are anxious that any-
one who would continue to do so, there is undoubtedly consider-

able to issue a return postal, which we would ask all read-
ers to promptly, making any changes in address desired,
and we think would be interested in receiving same, and

and our desire to make it as interesting as possi-
ble. We admit our primary motive is to preach the "BUF-
falo" to "Herd" readers will be thankfully received
and we hope of everyone to make this publication interesting.

to be interesting to you and serve as a reminder of
to be universally interesting if the readers contri-
bute items, funny stories, anything you think might
help us to continue a publication which with cooperation

thank you of it.

THE MOTOR COMPANY,
New York.

Buffalo Bull

Motor Boat Taxation

WHEN word first came from Washington regarding revision of taxes on motor boats it was of a most favorable nature, but alas the Senate killed what had been accomplished up to there and as a result of the bone headed attitude of some Senators from inland states whose nearest conception of a boat is probably a prairie schooner or a schooner of pre-Volstead days, this sport and industry still stands unjustly discriminated against. "Waterway League Bulletin" aptly sums up the situation as follows:

* * * *

Blame Your Taxes On These Senators

It is suggested that every boat owner as well as everyone who has the interests of the sport at heart, cut out this paragraph and preserve it, paying particular attention to it at election time. Herewith are the names of the Senators who voted for and against you and your sport.

Senators who voted for the yachtsmen on the subject of extending the tax exemption from \$15 to \$100. They deserve your support:

Brandeggee, Calder, Cameron, Curtis, Edge, Ernst, Fernald, France, Frelinghuysen, Gooding, Hale, Jones of Wash., Keyes, Lenroot, McCumber, McLean, McNary, Moses, Nelson, New, Newberry, Nicholson, Oddie, Penrose, Phipps, Poindexter, Smoot, Spencer, Stanfield, Sterling, Sutherland, Townsend, Wadsworth, Watson of Ind., Willis.

These Senators voted against the sport and are not worthy of yachtsmen's support:

Ashurst, Borah, Broussard, Capper, Caraway, Dial, Harris, Heflin, Jones of N. M., Kendrick, Kenyon, King, Ladd, LaFollette, McKellar, Myers, Overman, Owen, Pittman, Pomerene, Reed, Sheppard, Simmons, Stanley, Swanson, Trammell, Walsh of Mass., Watson of Ga.

On the proposal to reduce the new boat tax from 10% to 5% the following worked for your interests:

Brandeggee, Edge, Fernald, French, Frelinghuysen, Hale, Johnson, Keyes, Lodge, Moses, Nelson, New, Poindexter, Spencer, Townsend, Wadsworth, Walsh of Mass., Warren, Watson of Ind.

These men voted against your interest and as a result the 10% tax is still in force:

Ashurst, Borah, Broussard, Bursum, Cameron, Capper, Caraway, Culbertson, Curtis, Dial, Gooding, Harreld, Harris, Heflin, Hitchcock, Jones of N. M., Jones of Wash., Kendrick, King, Ladd, La Follette, McCormick,

Buffalo Bull

McCumer, McKellar, McKinley, McNary, Myers, Newberry, Nicholson, Oddie, Overman, Phipps, Pomerene, Reed, Sheppard, Simmons, Smoot, Stanfield, Stanley, Sutherland, Swanson, Trammell, Watson of Ga., Willis.

Every yachtsman should give this matter his serious attention. If your Senator is one who voted against your interests, let him know plainly what you want, perhaps you can convert him. If not, get a new Senator who will favor the elimination or at least the reduction of the taxes on yachts.

* * * *

T HERE is a bright side to everything if you look hard enough. When the street railway raised the fare to seven cents one of our tight-wad workmen said he was glad because now **he only had to walk to work four times to save a quarter—** before he had to walk five.

* * * *

IT has been hard to face shortage of business and the consequent unemployment but if it has taught the manufacturer a lesson how to balance stocks, operate economically on smaller capital and put up an aggressive fight for business instead of the complacent "Come to me" attitude of the past few years, it has not been an utter curse. On the other hand, if the workman has come to realize that depression affects capital as well as labor and that only by close co-operation between the two forces can the depression be thrown off, and happy normal times be resumed, then it comes close to being a blessing in disguise.

* * * *

YOU hear a lot about the necessity of meeting on a "fifty-fifty" basis, but the trouble is usually one party has the same "fifty-fifty" idea as the manufacturer of rabbit sausage we heard about. A food inspector getting suspicious owing to great comparative output of sausage, to number of ingoing rabbits started an investigation and the following dialogue resulted:

INSPECTOR: Do you use nothing but rabbits in your rabbit sausage?

SAUSAGE MAKER: Oh no, I meex in a leetle odder meats.

INSPECTOR: What kind of other meat?

SAUSAGE MAKER: A leetle horse meat.

Buffalo Bull

INSPECTOR: How much horse meat?

SAUSAGE MAKER: Just feefty-feefty.

INSPECTOR: What do you mean fifty-fifty?

SAUSAGE MAKER: Sure just feefty-feefty—one horse to one rabbit.

* * * *

THE following which appeared in "Ring True" magazine very aptly illustrates what the man who buys on a price basis only may expect.

"There was once a man," said Dr. Harvey W. Wiley, in an address several years ago, "who manufactured so-called silver spoons. A dealer bought largely from him but was always clamoring for a lower price. 'But I can't lower the price,' the manufacturer would say, 'unless I put in more lead.'

"All right—more lead, by all means,' the dealer would reply.

"The other week the dealer wired that he would take an enormous consignment if the price were cut another ten per cent.

"I can't cut the price another penny,' the manufacturer wired back.

"Put in more lead,' wired the dealer.

"Impossible,' was the manufacturer's reply. 'Last lot I shipped you were all lead.'"

* * * *

"THE Pridemark" tells of another good illustration:

At a Sunday School picnic two boys had lemonade stands—one on either side of the entrance. The pastor came along and going up to George said, "Well, my little man, how much do you charge for your lemonade?"

"Five cents a glass," replied George.

"And how much do you charge?" he asked, turning to Harry, who ran the competing stand.

"Two cents a glass," replied Harry.

The pastor cast a censorious eye upon George and said to Harry, "I'll try a glass of yours, my boy."

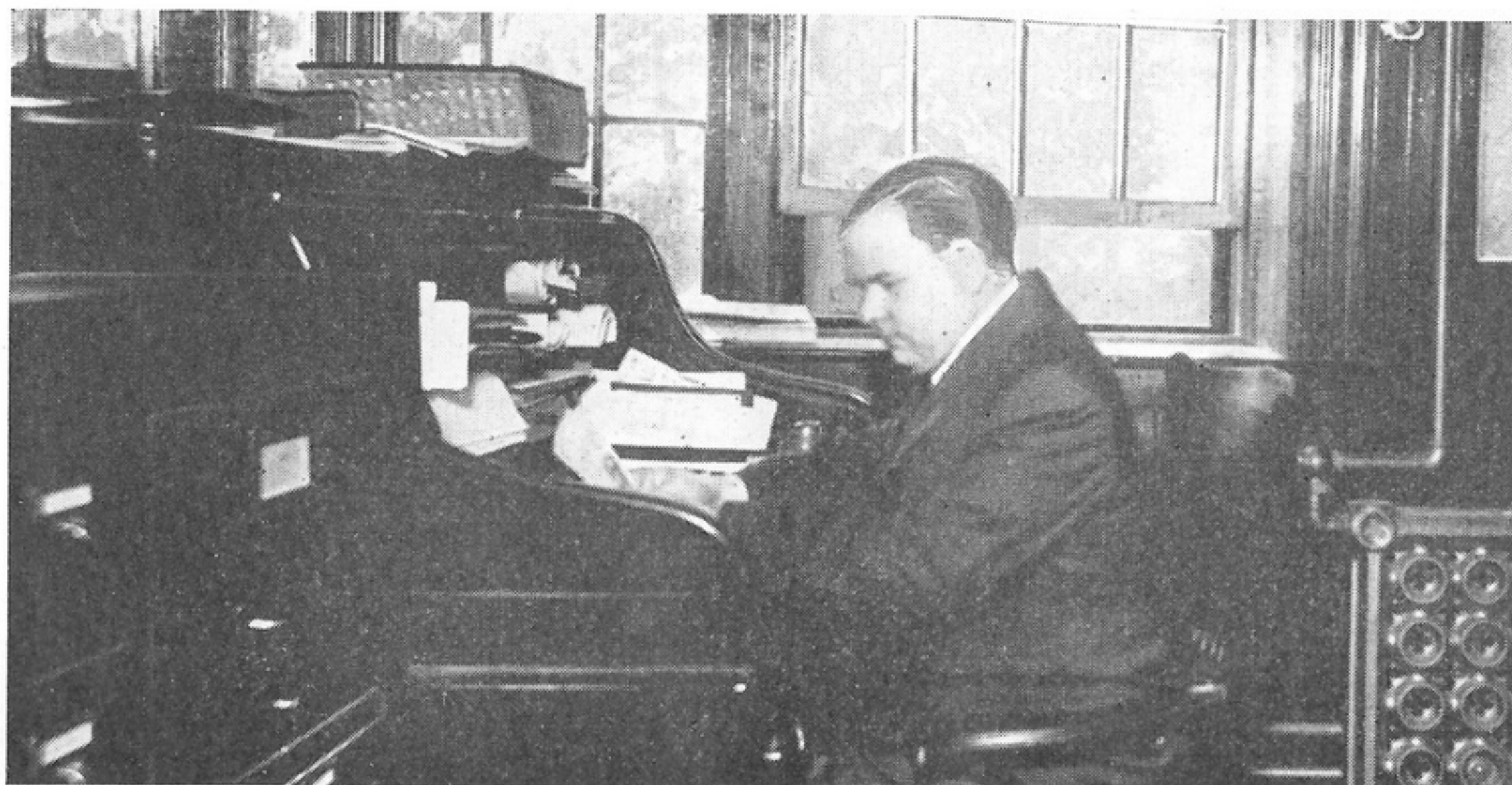
As he quaffed the fluid, he smacked his lips and said, "That's good. I'll have another glass," and he smiled when he thought he was getting two glasses at less than George asked for one.

"Tell me, my little man," he said to Harry, "how can you afford to sell your lemonade for two cents a glass when George is asking five cents?"

"Well, you see," said Harry, "George and me's partners, but the cat fell in my pail so we thought we'd better sell it first."

You don't have to go to a picnic or drink lemonade or be a minister to find out that you can't get something for nothing.

When the price is cut there is usually a reason. You can't always find out what the reason is by asking.



C. B. McCUAIG

Late Advertising Manager and Editor in Chief of "THE HERD"—now filling similar position for the Flexlume Sign Co.

A Farewell Tribute

Readers of "The Herd" will be sorry to learn that the originator of this publication and the first Chief Custodian of the Buffalo Bull is no longer connected with the "BUFFALO" organization. Were it not for the fact that in making the change Mr. McCuaig has so materially benefitted himself, we should feel that a heavy black border and a general mourning appearance would be the appropriate setting for this picture and wording, but what is our loss is the gain of both Mr. McCuaig and the organization he is now connected with.

Many of you have had the pleasure of knowing Mr. Cuaig personally, and all of you have enjoyed his articles, but for the benefit of those who have not met him, this

picture snapped in his late official sanctum will serve to introduce him, even if it must also serve as a farewell. Although the picture was taken many years ago, Mac is such a camera dodger that this is the only available photograph of him. Passing years have played "put and take" with him as it does with most of us—adding to the waist line and taking away the thatch covering.

We would have liked Mac to write his own swan song but, knowing his shrinking violet tendency, we knew it would be useless to ask him.

We feel sure that the best wishes of the entire "BUFFALO" organization, "BUFFALO" owners and friends, go with McCuaig.



Although the power plant of the "IRENE M-3" is thirteen years old and the boat is always well loaded, its reliability is responsible for its popularity.

ANOTHER instance of "BUFFALO" reliability in passenger service work is reported by Mr. C. H. Munroe, of Cambridge, Massachusetts, who sends a photo of his passenger boat "Irene M. 3" which is reproduced herewith. In sending the photo Mr. Munroe writes; "I am enclosing a photograph of my boat which has a motor which develops power and without question has given constant service."

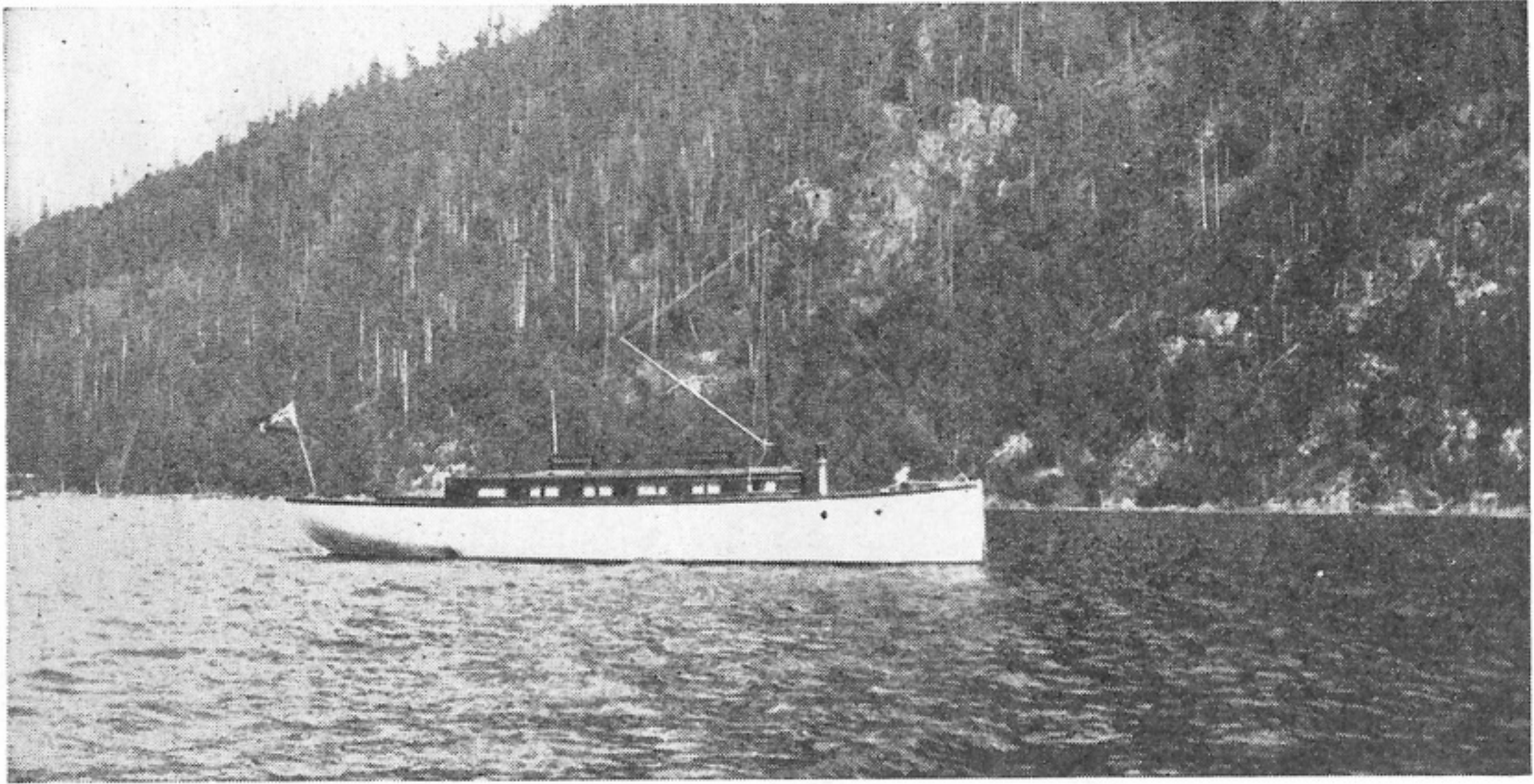
"Passenger boat Irene M. 3, on the historical Charles River, Boston, Massachusetts, is 40' over all, 12' beam, 4' draft, powered with a four cylinder, four cycle, 15 H.P. "BUFFALO" motor, 13 years old January 23rd, 1921, turning a 22" x 18" Hyde propeller about 600 RPM, which gives a speed of 6 miles per hour with 50 to 60 passengers. After giving the motor a thorough overhauling during the winter of 1920 I started my seasons work May 1st, and ended October 15th, 1921—working every day weather permitting between eight and ten hours and I am very much pleased to be the owner of a motor that gives such constant service."

To render such service an engine must have inbuilt quality at the

start and it is just that quality that necessitates the somewhat higher price than many engines but also means the greatest value looking at it in light of true economy, that is, over what period of time does the investment extend.

FROM Vancouver Islands comes the photo shown of "FROGGIE." (The owner explains the significance of the name as "a good swimmer"). This boat is owned by Mr. Montague M. White, of Duncan, Vancouver Islands, and is 40' x 9' 6", stern and bow draft of 4" and 3" respectively. She was built to the owner's design for cruising anywhere and is an exceptionally sea-worthy boat, possessing the unusual quality of riding at anchor in a heavy sea very comfortably. She was built by Hoffer Brothers, of Vancouver, who have certainly made a very creditable job of her.

Of course the power plant is a "BUFFALO" engine—20-24 H.P. four cylinder, Heavy Duty Type. Mr. White writes that the engine always has, and is now running excellently, the only parts ever requiring replacing being an occasional spark plug. The engine was sold by the "BUFFALO" Sales



An ideal cruising spot and an ideal Cruiser—"FROGGIE" of Vancouver

Agents, the Vancouver Ship Yards, Ltd., whom the owner pays the compliment of making a remarkably fine installation.

Not only is "Froggie" a very able and reliable boat but also an exceptionally well finished one. The cabin is of teak and the upper main decks also, which gives the boat a remarkably fine appearance.

On the Pacific Coast they do real

cruising and an engine must stand the test to be popular. It will be remembered that the "Corsair," which was the Pacific Coast International Champion for many years when owned in Tacoma, Washington, is powered with a "BUFFALO" 26-30 H.P. engine. This boat is now owned in San Francisco and her power plant is still performing very satisfactorily.



The Dixie Transportation Company of Miami, Florida, who now own and operate the boat "Biscayne" shown herewith and which is a 57 x 16, with a two hundred passenger capacity are also thoroughly convinced that "BUFFALO" quality means something.

(Continued From Page 1)

which engine has been previously described in connection with other outfits, and being fully described in "BUFFALO" literature need not take up space here.

General specifications of the outfit shown follow:

CAPACITY: Piston displacement 128 cu. ft. free air per minute.

SIZE OF AIR CYLINDER: 6¼ x 6.

RPM: Full load 600.

RPM: No load about 350.

AIR DISCHARGE PRESSURE: 100 lbs. per sq. in.

The compressor is of the two cylinder, vertical, single acting type, equipped with the manufacturer's patented Simplate inlet and discharge valves. The compressor and engine crank shafts are connected by means of high grade flexible coupling which compensates for any irregularity in alignment.

The compressor is equipped with the manufacturer's patented differential unloader which is used in conjunction with the "BUFFALO" special governor throttle valve, attached to the carburetor of the engine which automatically cuts down the speed of the engine when the load is removed.

The cooling system consists of a radiator of large area and an extra large fan is directly attached to and driven by the engine. The water pump of the engine is of extra capacity so as to circulate the cooling water through both the engine and the compressor jackets.

The whole outfit is mounted on a steel engine truck, the frame of which is made of 8" heavy steel channels mounted on steel wheels, 6" face—20" diameter in front and 6" face—30" diameter in rear. The outfit is furnished complete with tongue, single and double trees and brake. The weight complete is 4,500 lbs. A gasoline tank and air receiver are furnished, with the air receiver located directly on the truck and the gasoline tank attached to the roof.

The Chicago Pneumatic Tool Company are enjoying a great influx of business on this outfit, purely as a result of the very satisfactory performance of the considerable number of same put out in the last couple of years. Contractors in all lines, and particularly in the road building industry are finding these outfits indispensable and it is a source of great satisfaction to the builders of "BUFFALO" engines that same have played no small part in building up this reputation.

Future editions of "The Herd" will describe other interesting machines that are also "BUFFALO" equipped and the diversity of purposes for which "BUFFALO" engines are being used leads the manufacturers to believe they must change their slogan from "The Engine of Constant Service" to "The Engine of Universal Service."

One To Go

"Are you the photographer, Meester?"

"Yes, ma'am."

"Do you take children's pictures?"

"Yes, ma'am."

"How much do you charge?"

"Three dollars a dozen."

"Well, I'll have to see you again. I've only got eleven children."—Pattons Monthly.

(Continued from page 3)

"With the results I have obtained I can only conclude that it is my duty to praise the "BUFFALO" engines to any person interested and trust the Buffalo Company will have a very prosperous season."

Photo shows the Motor Cruiser "Irene" referred to, just leaving the dock.

Does it not seem to you that an engine giving entire satisfaction under such service would be a most desirable power plant for your boat? Think it over.

READERS of "THE HERD" will confer a favor on both parties if they will advise the builders of BUFFALO'S regarding any manufacturers of industrial machinery of any nature utilizing gasoline or kerosene engines for power.

Besides powering every conceivable type of boat in every known section of the world, BUFFALO engines of other types are also serving in connection with trucks, tractors, pumping plants, air compressor outfits, electric generating sets, excavating machinery, wagon loaders, cranes, power shovels, spraying outfits—in fact, practically any purpose to which power can be applied.

A complete bulletin illustrating BUFFALO engines in connection with some of these outfits and giving data concerning types of engines offered for that service has recently been issued and will be gladly mailed to interested parties. In filling out your return card for "HERD" mailing list include names of interested parties in industrial line so bulletin will be mailed to them.

BUFFALO GASOLENE MOTOR CO.

Buffalo,

N. Y.

Now Is the Logical Time to Purchase Your New Engine

SPRING is here and everyone is fitting out. The boat owner who last year was dissatisfied with his power plant is not looking forward to a pleasurable season if he has not made a change in engines.

There is still time however. We have a fair stock of practically every size "BUFFALO" engine, and are in position to make reasonably prompt deliveries. Prices are right as greatly reduced prices recently became effective.

If you have not seen the new "BUFFALO" price list and have any idea at all of purchasing this season, it will pay you to investigate. Write or wire us for our new price list and catalogue, telling us about your boat so we can make intelligent recommendation.

BUFFALO GASOLENE MOTOR COMPANY
Buffalo, New York

THE HERD" mailing list is being revised. Starting with a comparatively small circulation, this little publication seems to have become very popular, and while we are anxious that anyone who really desires to receive same should continue to do so, there is undoubtedly considerable waste circulation.

To eliminate this, we are enclosing with this issue a return postal, which we would ask all readers of "The Herd" to fill out and send back to us promptly, making any changes in address desired, and giving us names of any parties whom you think would be interested in receiving same, and why.

It is our intention to continue the publication, and our desire to make it as interesting as possible in a general way, although we are frank to admit our primary motive is to preach the "BUFFALO" gospel. Photos and any kind of data interesting to "Herd" readers will be thankfully received by the editor who sincerely asks the cooperation of everyone to make this publication interesting.

"THE HERD" is your publication, intended to be interesting to you and serve as a reminder of "BUFFALO" engines also, but can only continue to be universally interesting if the readers contribute to its columns. Send photos, articles, news items, funny stories, anything you think might interest the other fellow, and thereby also help us to continue a publication which with cooperation from all will be interesting to everyone.

Anyway, fill out the card now, while you think of it.

BUFFALO GASOLENE MOTOR COMPANY,

Buffalo, New York.



Do you desire to continue receiving "The Herd"?

Is other printed matter desired? ☐ Catalogue ☐ Price List ☐ Instruction Book

Boat is (Type) (Ft. Long) (Ft. Beam)

..... (In. Draft) (Name) Power Plant.....

..... H. P. (Make). (If Buffalo powered, photo is greatly desired).

Your Name

(Address)

Suggested additional names for "The Herd" mailing list

.....

because

.....

Private Mailing Card

PLACE
STAMP
HERE

BUFFALO GASOLENE MOTOR CO.,

1280-90 NIAGARA STREET,

BUFFALO, N. Y.

U. S. A.

The Engine of Constant Service.